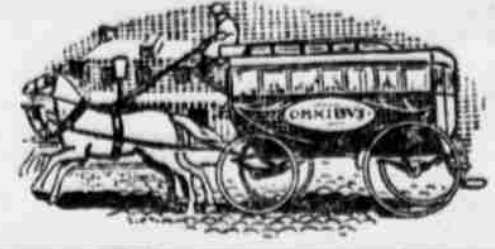




When ELIAS HOWE, a mechanic of Cambridge, Mass. invented the first sewing machine, Lord & Taylor had been established 15 years.

## NINETY TWO YEARS AGO

Four Years after the opening of the Lord & Taylor Store in 1826, a vehicle with the word "Omnibus" painted on both sides, began to run on Broadway; many supposed the name to be that of the owner.



# NINETY SECOND ANNIVERSARY SALE

Celebrating the founding of the Lord & Taylor Store in 1826

### Spring Tailor-Made Suits for Women

Values that will be remembered long after the Anniversary Sale.

**\$26.75**

We set out to do something unparalleled in Suits for the Anniversary Sale—and succeeded even beyond our hopes! First, the materials were procured at an extremely low price. Then we found a manufacturer who wanted to keep his expert force busy, even if he only met expenses.

Serges and Gabardines in blue, tan or black; skirts on the straight new lines, with pockets and effective belts.

The Coats are in the latest approved lengths. Smart collars of white satin, in shawl or Tuxedo effects; belts are featured, with pleats and box-pleats to emphasize new lines.

Third Floor

### Crepe de Chine Underwear

at Very Special Prices

Charming models in this most serviceable of washable silks; hemstitched and picot-edged or lace trimmed garments.

Crepe de Chine Gowns ..... \$3.95  
Crepe de Chine Envelope Chemise ..... \$1.95

Second Floor

### Crepe de Chine Negligees

Coatee Negligee of Crepe de Chine, with accordion-pleated skirt. Alencon lace, ribbons and rosebuds trim the draped coatee of crepe chiffon; pink, blue, lavender or maize. Special \$14.75

Matinee of Crepe de Chine, in shirred Empire model, most effectively lace trimmed; pink, blue and lavender. Special \$3.95

Accordion-pleated Matinee of Crepe de Chine, elaborate with filmy Alencon lace and dainty rosebuds; pink, blue and lavender. \$5.95

Second Floor

### Silk Petticoats

Taffeta Silk Petticoats, plain and changeable effects in leading shades; a model with deep flounces. \$3.95

Washable Satin Petticoats, in white or flesh; hemstitched tailored flounces. \$3.95

White Habutai Silk Petticoats, double panel back and front. \$2.95

Washable Satin Knickerbockers, flesh or white; lace trimmed. \$2.65

Second Floor

### An Important Purchase Girls' Dresses

Makes These Very Low Prices Possible

Anderson Gingham and Peggy Cloth Dresses

Plaids, checks and plain colors; yellow, blue, green and rose. Quaint pretty models, high waisted and with shirred skirts. Pique collars, novel pockets, featherstitching and smart little finishing touches add to their effectiveness. Sizes 6 to 14 years. \$2.95

### Dresses of Japanese Crepe

In gold, green, pink or blue, in models with batiste collar and cuffs, black velvet ribbon and French knots are cleverly introduced as trimming. \$3.95

### Dresses of Anderson Gingham

In smart plaids, with white pique collar and belt; black velvet ribbon and hand-embroidery give a smart finish. Sizes 6 to 14 years. \$3.95

Third Floor

### Khaki Yarn

4,000 hanks of a good quality for making Military Sweaters and other garments.

**65c a Hank**

Quantity limited to 60 hanks to a customer.

Fourth Floor

### Handkerchiefs

75,000 of them underpriced

Women's Irish Linen Handkerchiefs, in several attractive styles of letters. Unusual at, six for 75c  
Women's Hemstitched Handkerchiefs, all pure Irish Linen; with hems of various widths; ea. 15c  
Women's Linen Initial Handkerchiefs, hand-embroidered; many attractive patterns; in boxes of six. A box ..... \$1.50

Women's Initial Handkerchiefs—an unusual collection in a variety of pretty designs secured from an old house; both white and colors. Six in a box. Exceptional values. A box ..... 50c

Crepe de Chine Handkerchiefs—one of 1918's novelties—also Linen Handkerchiefs with colored turned hems. Anniversary Sale, each ..... 18c

Women's Irish Linen Handkerchiefs—another manufacturer's concession for this event. Ea. 10c

Boys' and Girls' Handkerchiefs, in dainty colored effects. Each ..... 8c

Men's Linen Handkerchiefs, in boxes of six; hems of various widths. Durable quality. A box ..... \$1.35

Ground Floor

### New Neckwear

At Rare Low Prices

Organdie Collar and Cuff Sets, with fluted edges. In blue, rose, flesh, yellow, lavender or white. Value \$1.75. A set ..... 95c

Plain Net Guimpes, an exceptional purchase; high collars. Value 85c. at ..... 50c

Marabou and Ostrich Capes, satin lined; in natural, brown or black. Value \$5.00. Anniversary Sale ..... \$2.95

Ground Floor

### Women's Umbrellas

A timely bit of co-operation by a manufacturer who only makes good ones—excellent silk and cotton mixed covers; handsome handles. A typical anniversary sale value ..... \$2.85

Ground Floor

### Shetland Veils

At An Extremely Low Price

Washable Shetland Veils in a variety of becoming designs; white, black, taupe, brown, navy and purple. A regular 75c value, each ..... 37c

Ground Floor

### Hand Bags

Incomparable Values

Fine Black Pin Seal Bags, plain polished or covered frames, with fancy silk linings, with inside frame partitions leather lined.

7-Inch Size ..... \$2.95 8-Inch Size ..... \$3.95

Moire Silk Bags, the newest full pouch models in two designs—one with inside frame partition, the other with large purse fastened inside. Black navy, brown, grey. Exceptional value at ..... \$2.75

Ground Floor

### Jewelry

New, Attractive Pieces Underpriced

Fine Rhinestone Bar Pins

Set in gallery mounting or Silverite (non-tarnishable metal). Anniversary Sale prices:

12 stones ..... \$1.09 24 stones ..... \$1.35  
18 stones ..... \$1.25 24 stones ..... \$1.50

27 stones ..... \$1.75

Rhinestone Veil Pins

These also set in Silverite. Regular \$1.00 value ..... 60c

Silverite Bar Pins

Pierced designs, set with fine rhinestones. Usually \$5.00. Anniversary Sale ..... \$3.50

Ground Floor

### Best Quality Wilton Rugs

The World's Standard of Quality at Important Price Reductions.

Once a year only is it possible to purchase these fine rugs for less than standard prices, and that is when we are disposing of discontinued designs and colorings.

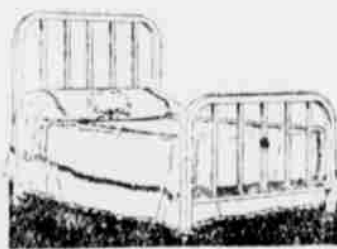
The patterns in this selection are all desirable and early selection is advised, as quantities are limited.

Size	Regular Price	Sale Price
6.0x 9.0	\$55.00	\$39.50
8.3x10.6	\$81.00	\$61.50
9.0x12.0	\$89.00	\$66.75
11.3x15.0	\$152.75	\$124.50

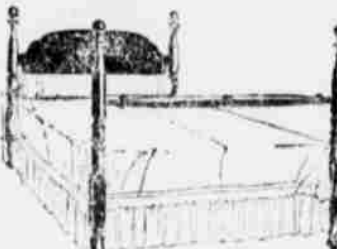
Fifth Floor

### Beds and Bedding

At Special Prices for Anniversary Sale Week



\$25.00 Metal Bedstead.  
\$22.50 Ostermoor Mattress,  
\$12.50 Woven Wire Spring,  
\$60.00 Value—complete for \$39.75



\$35.00 Mahogany Bedstead,  
\$22.50 Ostermoor Mattress,  
\$22.50 Upholstered Box Spring,  
\$80.00 Value—complete for \$52.50



\$35.00 Brass Bedstead,  
\$22.50 Ostermoor Mattress,  
\$12.50 Woven Wire Spring,  
\$70.00 Value—complete for \$46.50

Fourth Floor

### Sale of Imported Drapery Damasks

For Portieres, Over-Draperies and Curtains

A fine assortment of imported French, English and Italian Damasks in a wide range of rich colorings, appropriate for living rooms, dining rooms or libraries.

Formerly \$2.50 to \$3.50 a yard.

**\$1.95**

Important Special Offer

For those who do not require immediate delivery, we will make up these materials into curtains and portieres without charge for workmanship provided that shipment is not required before 30 days.

Fifth Floor

### Silk Specials

For the Anniversary Sale

New Fancy Chiffons and Crepe Georgette

at \$2.15 yard

Regular \$3.00 and \$3.50 grades—extensive range of beautiful patterns and colors in these new and desirable fabrics.

Navy Blue and White and Black and White Foulard Silks

at \$1.78 yard

Regular \$2.50 grade; 36 inches wide; a particularly choice assortment of patterns.

Ground Floor

### 10,000 Yards Irish Printed Dimities

At the Very Special Price of

**35c a yard**

More than a hundred dainty designs in white grounds, also black and white effects to select from

Second Floor

### Ribbons

Notable Anniversary Values

Hair Bow Ribbons—plain and moire taffeta, satin taffeta, light and dark Dresdens, fancy stripes and plaids, in a beautiful assortment of colors; superb quality; widths 5 1/2 and 6 1/2 inches. Values up to 35c a yard ..... 33c

Camisole and Sash Ribbons of high lustre satin; exceptional quality; in white, flesh, two shades of rose pink, two shades of light blue; 9 inch width. Value \$1.50 a yard ..... 68c

Double-Faced Wash Ribbons, extra quality, feather edge, in flesh, rose, pink, light blue, mauve and white. 10 yard pieces.

No. 1 2 3 4 5 6 7 8 9 10  
Value 75c \$1.00 \$1.25 \$1.50 \$2.00 \$2.50 \$3.00 \$3.50 \$4.00 \$4.50  
Sale 35c 50c 65c 90c 1.25 1.80 2.50 3.00 3.50 4.00

Ground Floor

### Sale of Notions

At Special Reductions

Imperial Shields

Double napook, rubber lined.

Size	Formerly	Now	Price
4	\$5.00	\$1.95	19c
6	\$5.00	\$2.15	21c
8	\$5.00	\$2.65	25c

Mercerized Belting

Black or white, of excellent quality.

Width	Formerly	Now	Price
2 in.	\$5.00	80c	
2 1/2 in.	\$5.00	\$1.00	
3 in.	\$5.00	\$1.25	

Seam Binding—black or white. Formerly 12c a piece. 15c

Lingerie Tape, pink, white or blue. Formerly 4c a piece. 8c

Soap Fasteners, black or white. Formerly 30c per gross. 35c

Shirt Goggles, each. 20c

Machine Straps, each. 10c

London Bank Pins, sizes 4 and 5; half pound boxes. Formerly 30c and 35c box. 45c

Cable Pins, jet, matt or white. Formerly 13c. 11c

Fancy Hat Pins. Formerly 25c each. 18c

Peasant Basting Cotton, white; 400 yard spools. No. 45, 50 and 60. Dozen, 48c; spool. 4c

Light Weight Dress Hangers. Formerly 25c a dozen. 50c

Woolen Slipper Trees, 3 pairs. 25c

Combination Button Hook and Shoe Horn, in leather case. 18c

Pocket Shoe Polishers. 18c

White-moore's Shoe Dressing, black, gilt edge, 1/2 lb. and 1 lb. tins. 15c

O. N. T. Spool Cotton

Black or white, No. 12 to 100. Per dozen. 46c  
Limit 2 dozen to a customer.

Lord & Taylor Spool Silk

Black or white. Large Spools ..... 60c  
Half size spools ..... 30c

Ground Floor

### Women's New Spring Coats

Five beautiful models, all half lined with Peau de Cygne.

The Greatest Values in Many Seasons

**\$24.50**

The Wool Poplins are in navy, black and tan. New pleated backs, belted; collars and cuffs deep and flaring.

The English Tweeds, in smart mixtures; swagger trench models; narrow belt and slashed pockets.

The Diagonal Coverts in gray, green or tan; yoke back military models, with shoulder straps and belt.

The Homespuns, in light Spring mixtures; with inverted pleated back and narrow belt—unusually smart.

The Check Velour Cloths, in black and white, pinch back model, belted; with shoulder straps, smoke pearl buttons and buckle.

Third Floor

### Real Irish Crochet Laces

At Very Much Less Than Prevailing Prices

Edgings

1 1/2 inches wide; value 75c a yard. 55c

2 inches wide; value \$1.50 a yard. 95c

4 inches wide; value \$5.00 a yard. \$2.75

Insertions

1/2 inch wide; value 25c a yard. 17c

1 inch wide; value 65c a yard. 48c

Picot Edgings

Value 14c a yard. 10c

Ground Floor

### Stationery and Engraving Sales

5,000 Boxes Writing Paper and Correspondence Cards

at 19c a Box

From a paper maker whose lines always retail at 25c to 30c. In white and five delicate tints. Choice of five different sizes in paper or cards.

Special Engraving Offer

Monogram and Address Dies, 65c

We will engrave to order hand cut steel dies in numerous \$1.50 and \$3.00 designs of monograms, with orders of 3 quires or more of paper.

Ground Floor

### Wardrobe Trunks

at Substantial Savings

Exceptional values in full sized, 45 inch Basswood Trunks, covered with hard vulcanized fibre; round edges, cretanne lined; twelve assorted hangers, shoe pockets; top drawer fitted with lock and divided into compartments; convertible hat drawers. An extremely low price for a trunk of this size and quality. \$25.00

Realizing the extraordinary nature of this occasion, the maker of these short trip wardrobes cut deeply into his usual price. Three-pleat veneer basswood, covered with hard vulcanized fibre; cretanne lined. Capacity—five men's suits or ten women's gowns; shoe pockets, hat compartment.

Fourth Floor



# Lord & Taylor

38th Street

FIFTH AVENUE

39th Street

